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Attorney Docket: FORT-002-002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**IN RE PATENT** : Matthew Roche et al.  
**APPLICATION OF** :  
**SERIAL NO.** : 10/789,665  
**FILING DATE** : February 27 2004  
**ART UNIT** : 2159  
**EXAMINER** : PHAM, H.Q.  
**FOR** : METHOD AND SYSTEM FOR COLLECTING ONLINE MERCHANDISING DATA

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|---|-----------------|
| <b>CERTIFICATE OF MAILING</b>   |                 |
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on <u>11/4/09</u> <u>HTRAN</u> |                 |
| Date  | By: Hannah Tran |

**SUBMISSION PURSUANT TO 37 C.F.R. 1.114**  
**RESPONSIVE TO OFFICE ACTION DATED JUNE 4, 2009**

**Mail Stop RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This submission under 37 CFR 1.114 is being submitted together with a Request for Continued Examination, and is responsive to Final Office Action of June 4, 2009 (the "Final Office Action"), in the above-identified application. Please consider the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 2 of this paper.

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04 FC:1622

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32.00 OP